Reopening the Front Door to Primary Care
An Omnichannel Digital Approach

Molly Luton, Chief Marketing & Communications Officer, Ballad Health

Sam Scott, Chief Strategy Officer, LIFT Healthcare

Outline/Agenda

- Utilizing an omnichannel platform, Ballad Health targeted consumers using procedure history, comorbidities, disease risk modeling, self-reported conditions, credit ranges and more, then executed hyper-targeted programmatic, display and social media ads with strategic partner LIFT Healthcare.

- Learning objectives
  1. **Identify key audiences** to better utilize ever-shrinking marketing budgets.
  2. Improve your **understanding of key performance metrics**.
 3. Make more **informed strategic decisions** when executing digital marketing.

Ballad Health Mission

- In 2018, **Ballad Health was formed**, under state-action immunity in compliance with federal antitrust law, **to create a healthier region and keep healthcare local**.

- Each year since the creation of Ballad Health, the State of Tennessee and the Commonwealth of Virginia have independently **confirmed the public advantage** created by the unification of 21 hospitals.
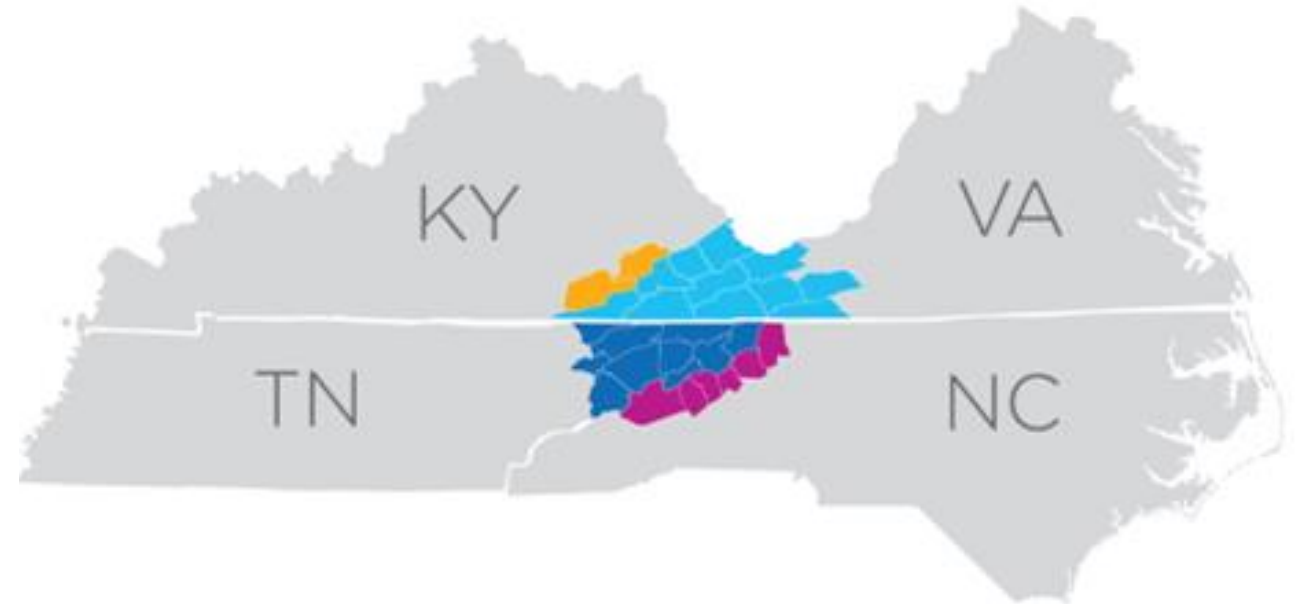
Re-imagining Rural Healthcare

- Southern Appalachia is a challenging environment for healthcare access and outcomes.

- **Health outcomes** in the Appalachian Highlands are **worse than the U.S. in 7 of the 10 leading causes of death**. Economic challenges also exceed national norms.
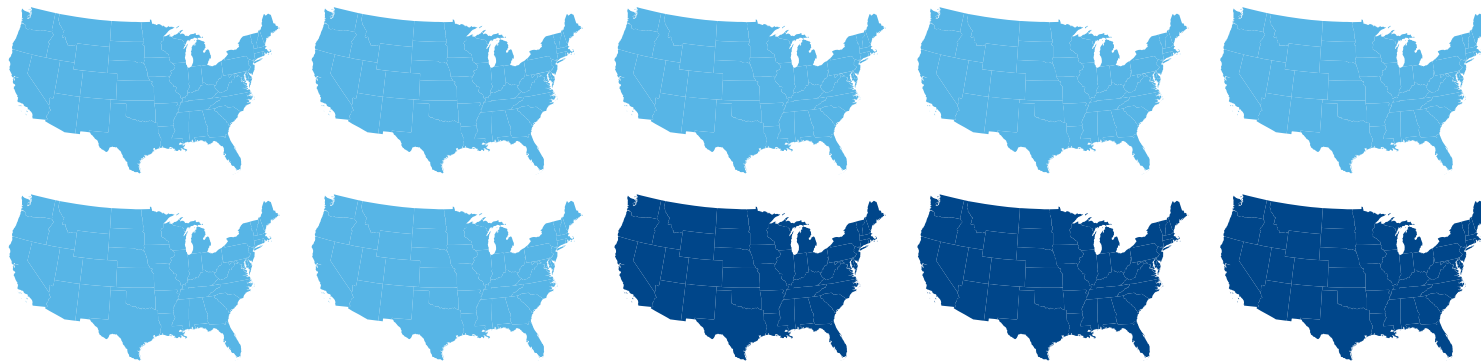
Leading causes of death

- Heart disease
- Cancer
- COPD
- Injury
- Stroke
- Diabetes
- Suicide

Economic challenges

- Income performance
- Poverty
- Unemployment rates
- Postsecondary education

SHSMD Society for Health Care Strategy & Market Development™

About LIFT Healthcare

- LIFT Healthcare was founded on the philosophy that the most effective marketing and stakeholder engagement strategies rely on the experts–the people who can speak best to their needs, expectations, beliefs, experiences and more.

- LIFT believes that the **diverse populations** served, and **complex difficulties** faced by each hospital or health system **requires a tailored approach** to understand problems, develop strategies and implement tactics. Aligning with and addressing the specific pain points your stakeholders face allows you to invest in your goals with confidence.
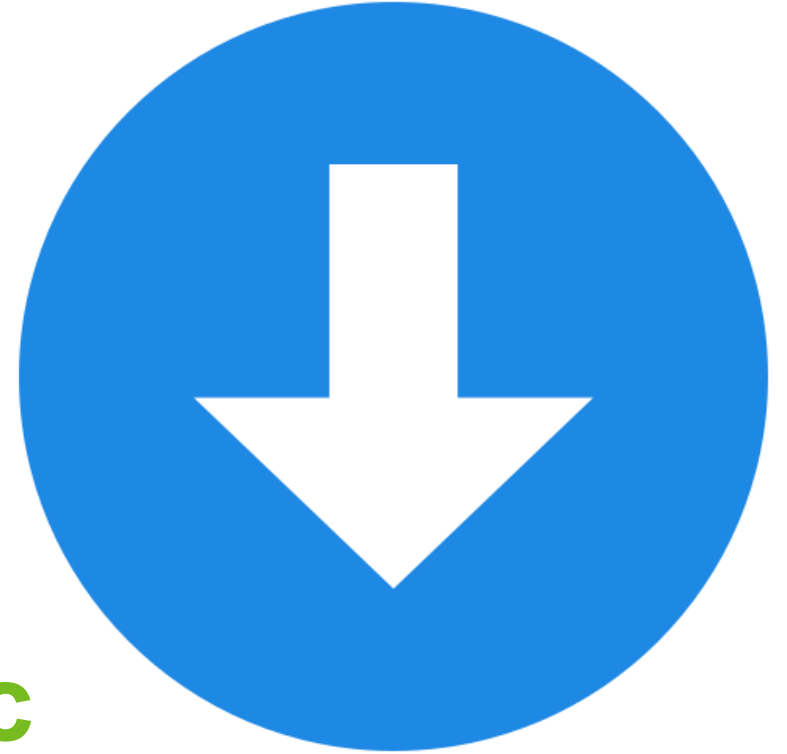

Measurement of Digital Impact
Qualitative Insights & Ethnography
Internal Stakeholder Insights
Storytelling
Social Media Audiences and Communities
Audience Data
1:1 Physician Targeting by NPI
1:1 RN, LPN, and NP Targeting
Physician Engagement Programming
Omni-channel Digital Execution

Gap in Primary Care

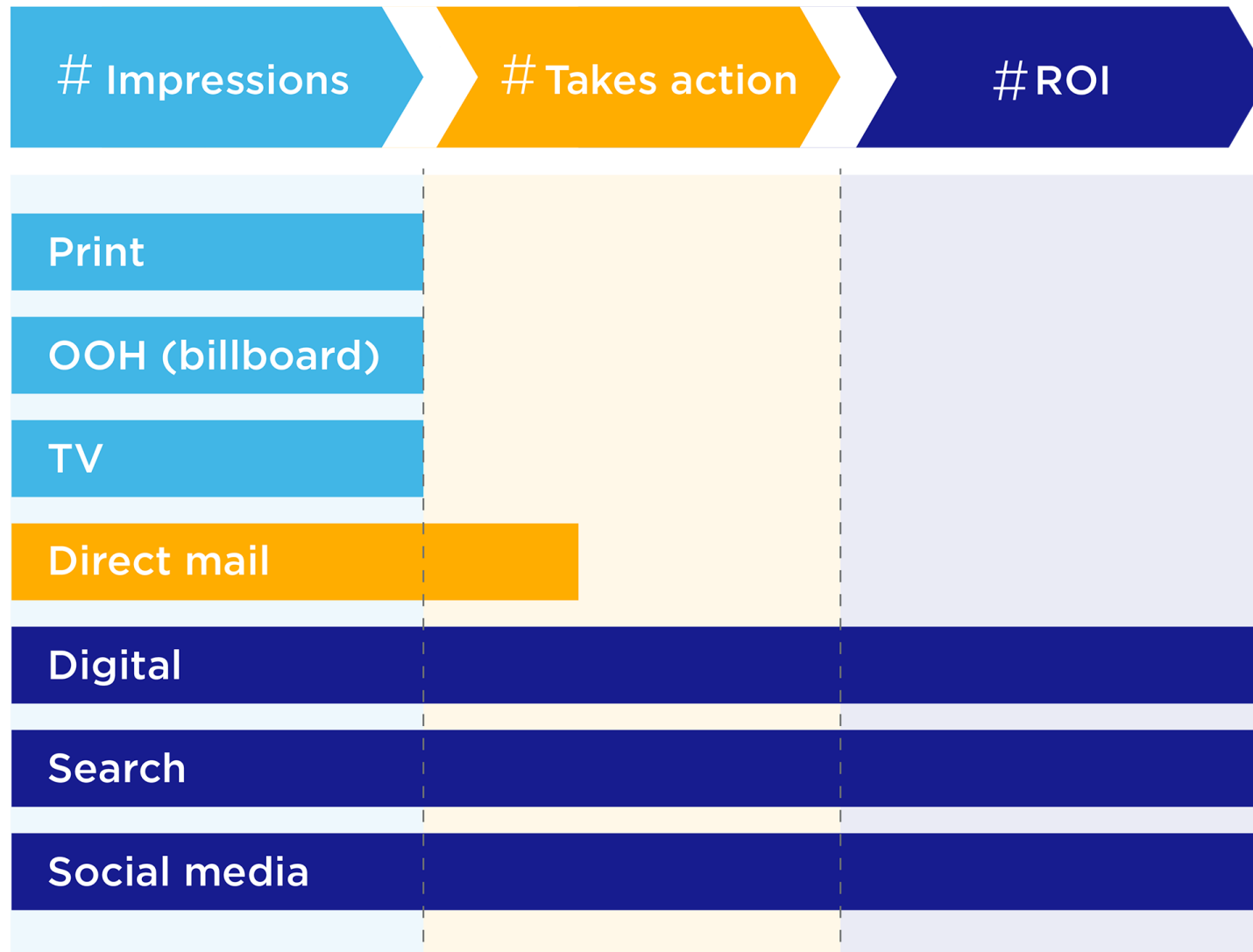Primary Care visits dropped

60-80%

during the COVID-19 pandemic

SMART Marketing

Specific
Measurable
Actionable
Relevant
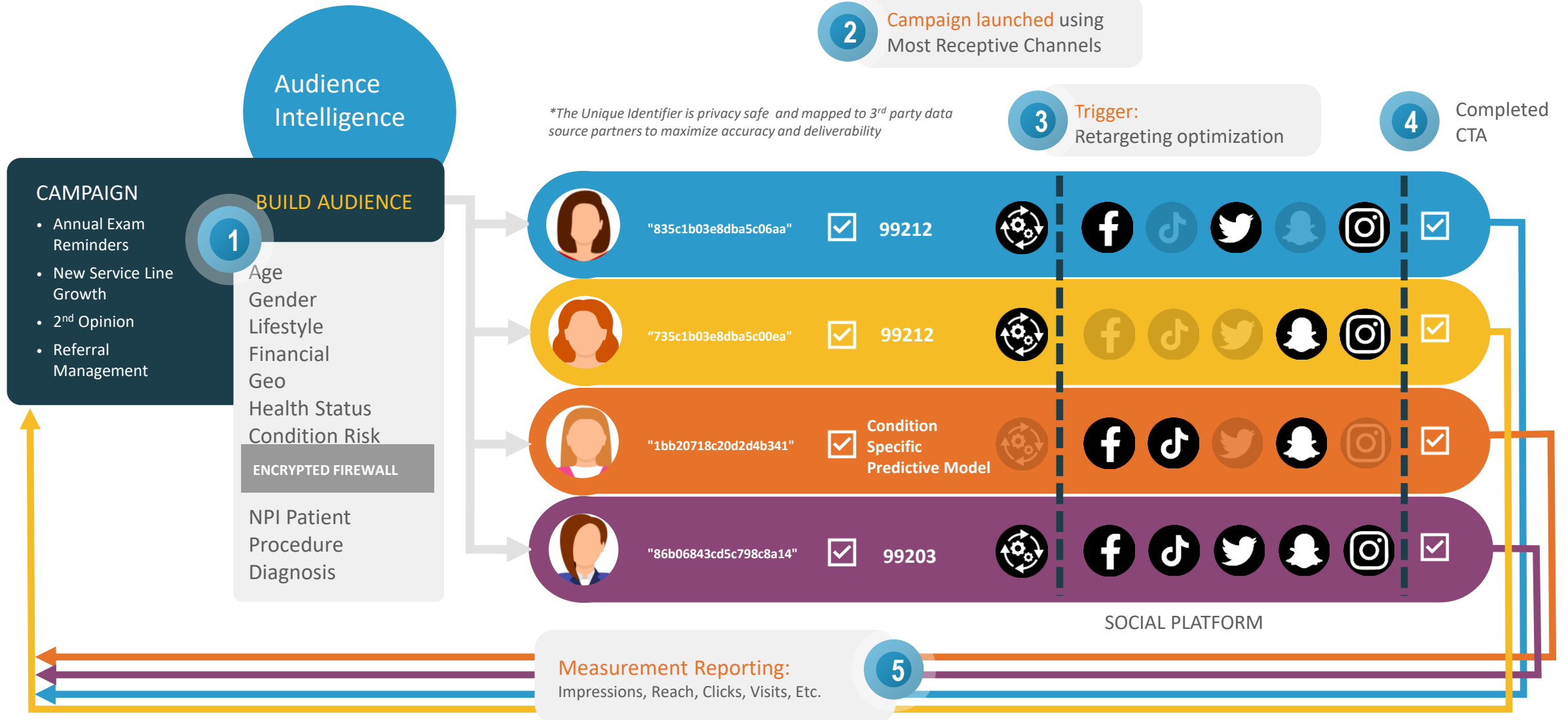**T**ime-bound

Tactical Selection || ROI vs. Cost

# Impressions	# Takes action	# ROI
Print		
OOH (billboard)		
TV		
Direct mail		
Digital		
Search		
Social media		

G.O.T.

GOAL: Increase awareness and utilization of Ballad Health's Primary Care offerings with a focus on telehealth.

OBJECTIVE: Drive traffic to balladhealth.org/telehealth among healthcare consumers within Ballad Health's service area, with a concentration on those who have not engaged recently (within the past two years) engaged with a PCP.
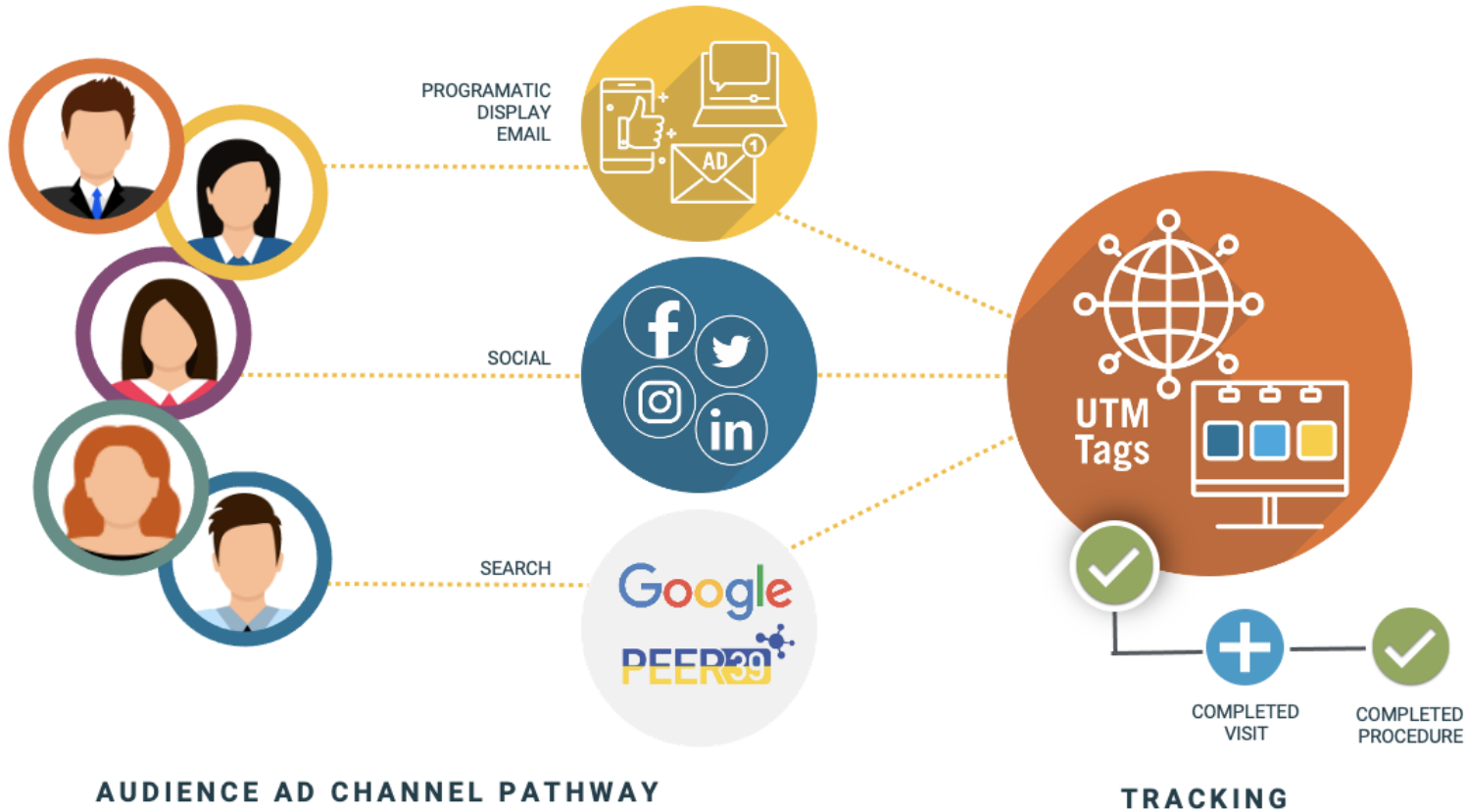
TARGET AUDIENCE: Healthcare consumers over 25 years of age within Ballad Health Service Area; Programmatic display campaign modeled and probabilistically targeted based on past PCP utilization where applicable.
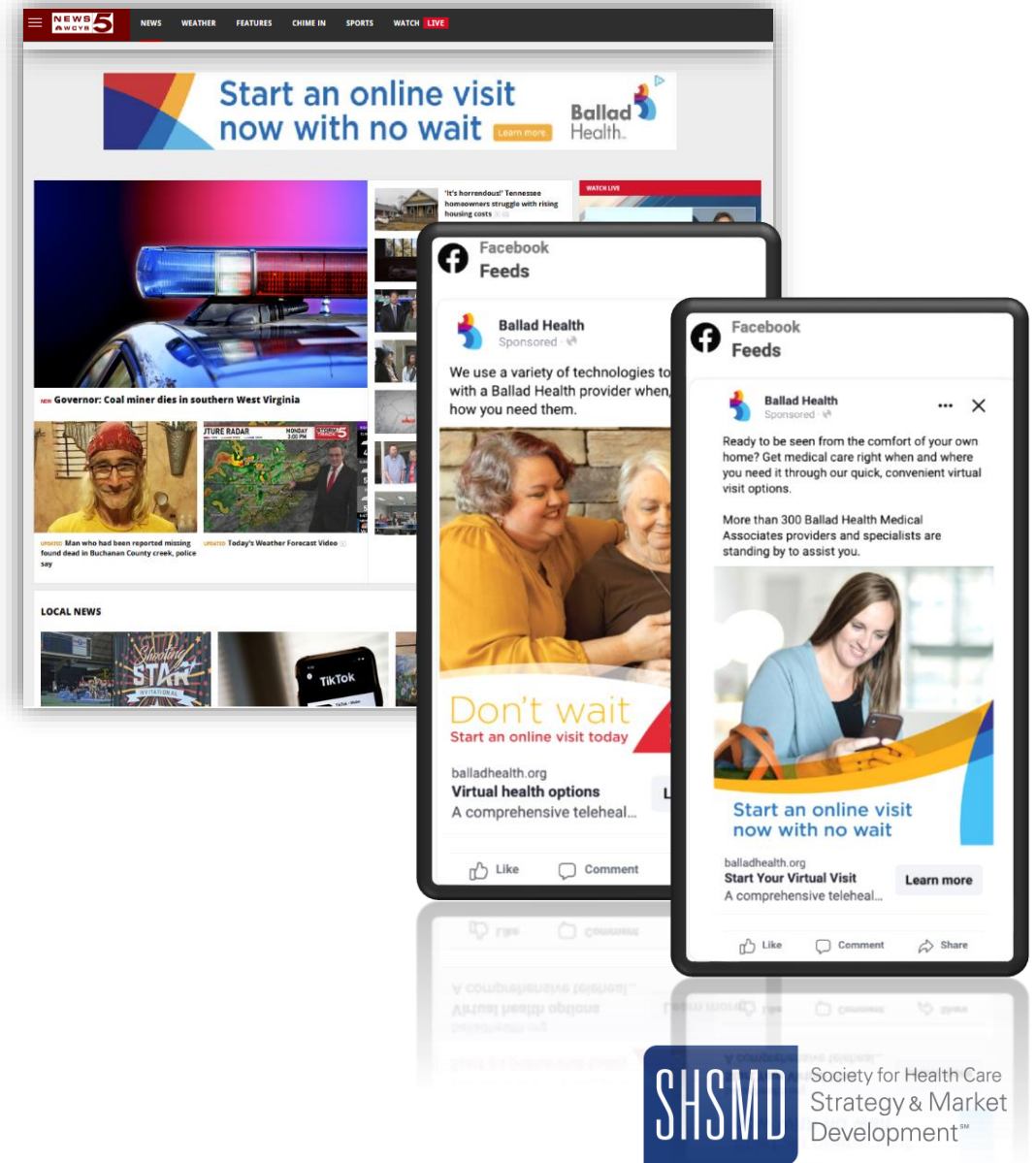
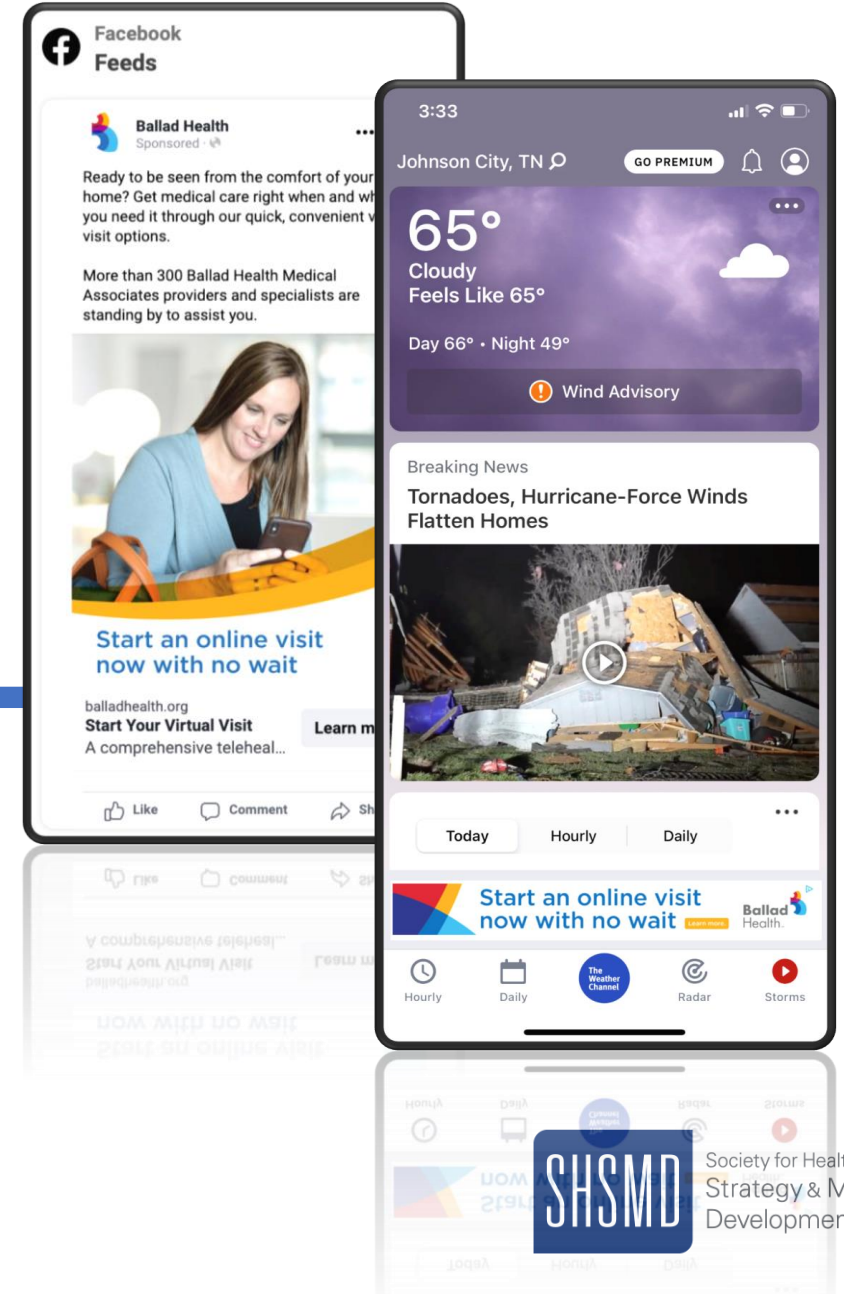# Consumer Targeting: How it Works

Marketing Attribution

Audience Targeting

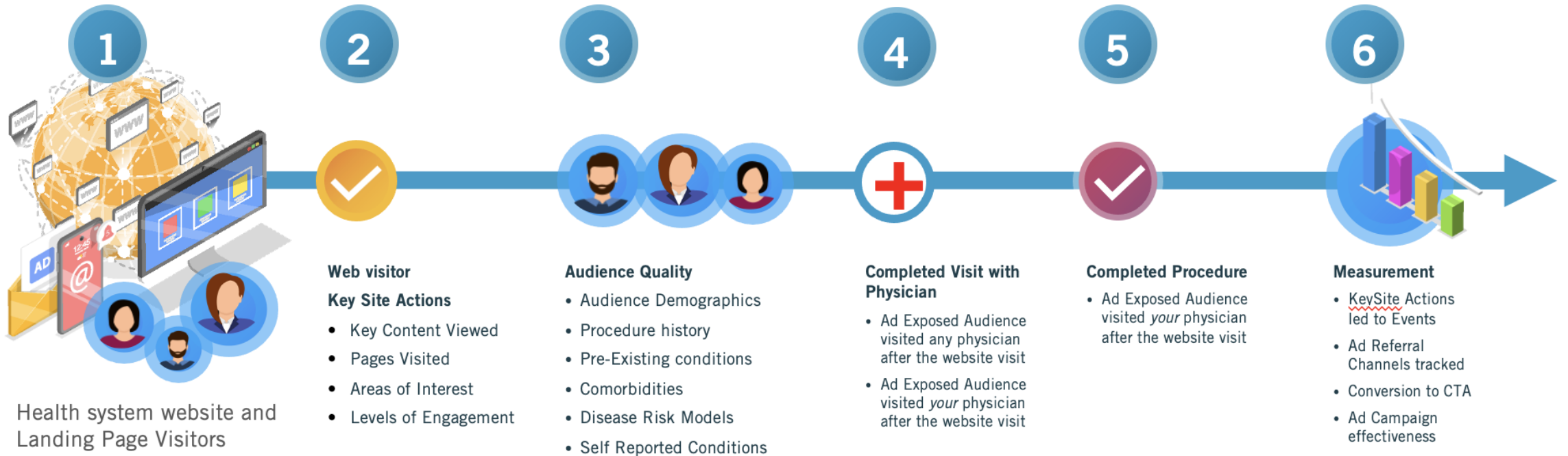- Ballad Health primary care patients who have not seen a PCP in last year

- Online, web & digital sites
- In-app

- Non Ballad Health primary care patients who have not seen a PCP in last year
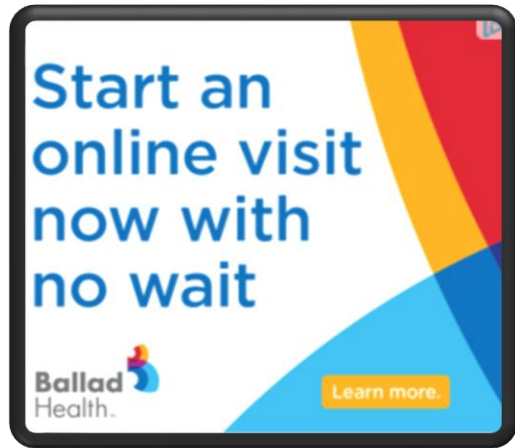
Measurement + ROI

Health system website and Landing Page Visitors

Web visitor

Key Site Actions

- Key Content Viewed
- Pages Visited
- Areas of Interest
- Levels of Engagement

Audience Quality

- Audience Demographics
- Procedure history
- Pre-Existing conditions
- Comorbidities
- Disease Risk Models
- Self Reported Conditions

Completed Visit with Physician

- Ad Exposed Audience visited any physician after the website visit
- Ad Exposed Audience visited *your* physician after the website visit

Completed Procedure

- Ad Exposed Audience visited *your* physician after the website visit

Measurement

- KeySite Actions led to Events
- Ad Referral Channels tracked
- Conversion to CTA
- Ad Campaign effectiveness

Conversions

Conversions

CTA
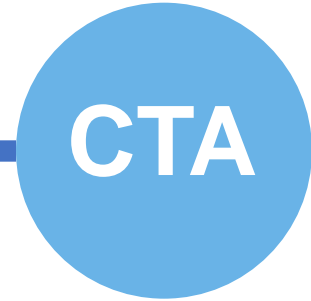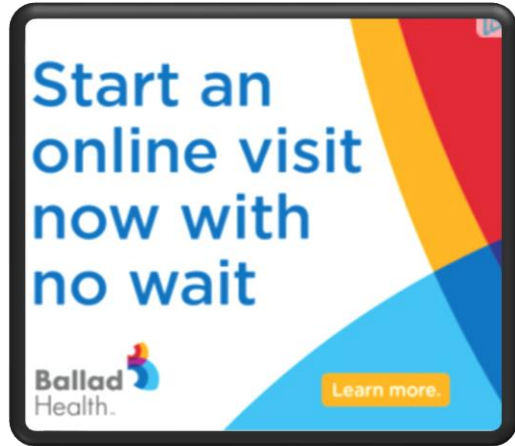
Schedule an appointment

Conversions

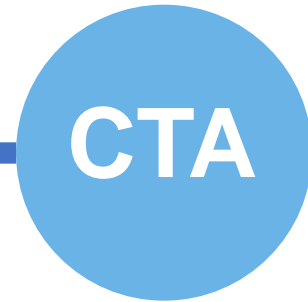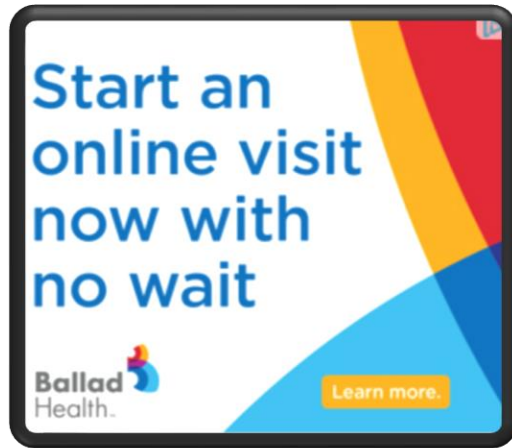Start an online visit now with no wait

Ballad Health.

Learn more.

CTA

Schedule an appointment

- Audience exposed to ad
- Visited PCP
- Generated 8,725 new patient visits over 90-day period

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Conversions
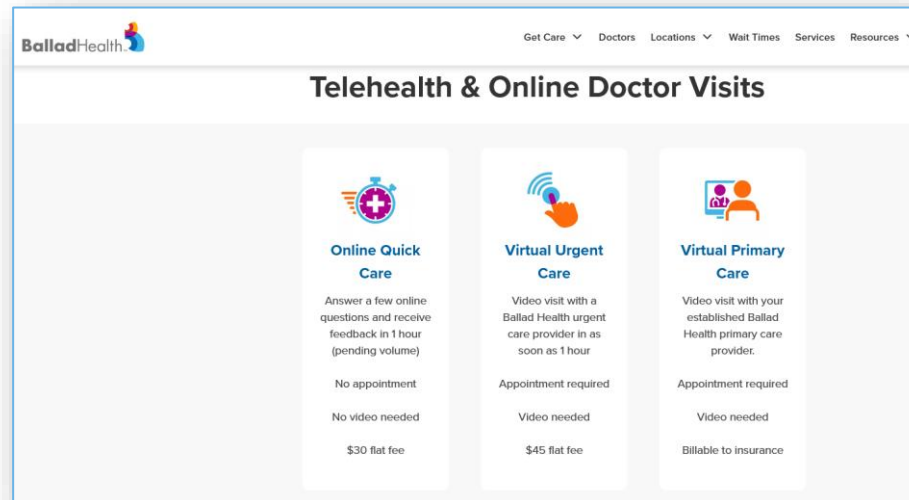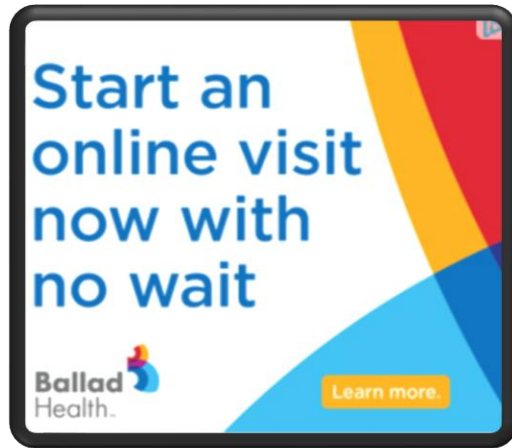

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Dashboard

UNIQUE CONSUMERS REACHED BY DEVICE TYPE — Today

- 1.73M
- 378k
- 208.9k

☑ Phone ☑ Tablet ☑ Personal Computer

UNIQUE CONSUMERS REACHED BY AUDIENCE — Today

Non Ballad Health **835.4k** (39.3%)

2.13M Total

Ballad Health **1.29M** (60.7%)

PATIENT VISITS — Last 3 months

8,725

- 1,300
- 2,233
- 5,192

☑ Patient Visits

IMPRESSIONS — Last 3 months

7.73M

☑ DTC Impressions

Ballad Health · Ballad Health Databoard

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Performance

Channels: Display (Programmatic) & Social
Run Dates: November 2022 – June 2023
Total Budget Utilized: $162k
Total Impressions Forecast: 15M

Total Impressions Delivered: 18M **(+22%)**
Total Clicks Earned: 38k
Total Avg. Click Through Rate: .21%
Total Avg. Cost Per Click: $4.30

Total Campaign Budget, Inclusive of Traditional Tactics: $500k
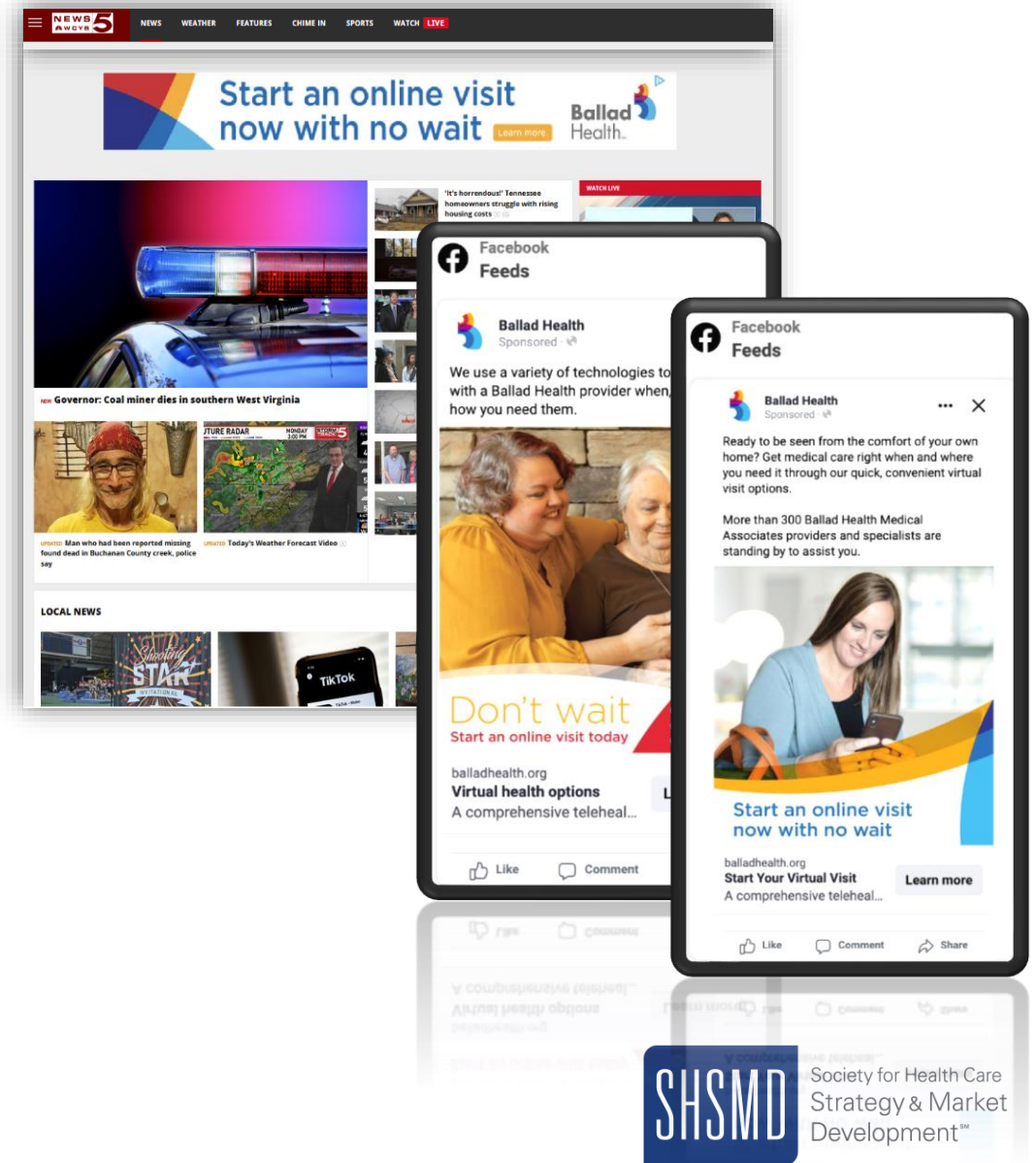
Detail By Channel

Channel: Display (Programmatic)
Budget Allocated: $150k
Impressions Forecast: 14M
Impressions Delivered: 17M
Clicks Earned: 39k
Click Through Rate: .22%
Avg. Cost Per Click: $4.98

Tactic: Social
Budget Allocated: $12k
Impressions Forecast: 1.2M
Impressions Delivered: 1.4M
Clicks Earned: 7k
Click Through Rate: .62%
Avg. Cost Per Click: $1.60

Translating Learnings into Actions

Audience Creation
Create based on targeted initiatives

Programmatic
Digital, geotargeting, audience data

Social Media
Custom segments for social audience targeting

Connected TV

Claims Analytics
Claims analytics for targeting and ROI analysis

Measurement and Reporting
Autonomous consumer and patient measurement through a healthcare lens

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The consumer wants to be seen, heard and understood.

The Philosophy

THINK — What does my audience currently think or know about my brand?

What do I want them to think or know?

FEEL — How does my audience currently feel about my brand?
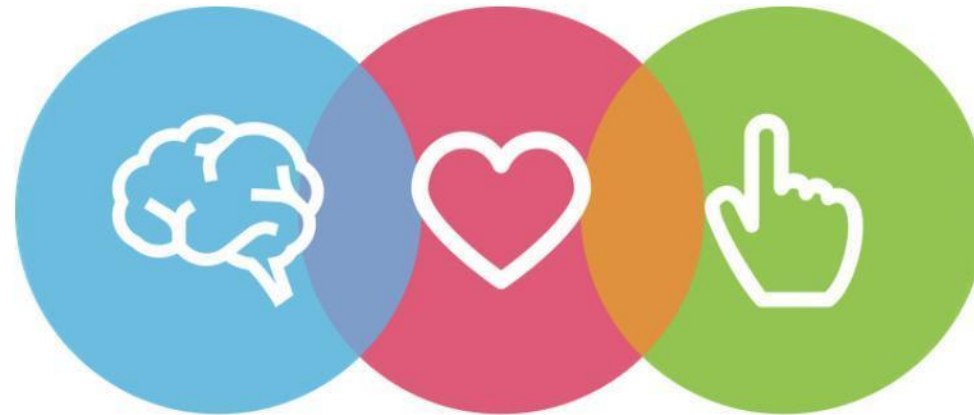
How do I want them to feel?

DO — What does my audience do (how do they use my product/brand)?

What do I want them to do?

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From Insights to Execution: An Evolving Journey

- Ask questions
- S.W.O.T.
- MarketVoice & insights research
- Personas
- Journey map
- Language map
- Creative and strategic recommendations
- Continued measurement

Key Take-Aways

- Better understand your business

- Hyper-target key audiences

- Maximize limited budgets

- Track true return on investment in marketing dollars

Questions?

Please be sure to complete the session evaluation!

Speaker Biography

- Molly Luton
- Chief Marketing & Communications Officer, Ballad Health
- Molly.Luton@balladhealth.org
- Luton oversees internal and external communications operations for Ballad Health, an integrated community health improvement organization serving 29 counties of the Appalachian Highlands in TN, VA, NC and KY. She also manages the health system's marketing strategy, branding, media relations, crisis communications and market research.
- Luton led the health system's COVID-19 crisis marketing and communications operation, elevating Ballad Health to the national stage, sharing stories of hope from the frontlines of rural America.
- Luton earned her Master of Professional Studies from Georgetown University and bachelor's degrees in mass communication and graphic design from Emory & Henry College where she is a member of the college's Board of Trustees.

Speaker Biography

- Sam Scott
- Chief Strategy Officer, LIFT Healthcare
- sam.scott@lifthealthcare.com
- Scott is a digital marketing and healthcare data veteran leading strategy at LIFT Healthcare, a nationally recognized strategic growth and marketing company devoted to healthcare and the human condition, fueled by technology and behavioral insights, inclusive marketing content and consumer engagement programming for diverse communities.
- Prior to LIFT, Scott served as SVP of strategy at Lasso, an IQVIA business. Before that, he served on the leadership team at DarioHealth Corp, one of the most comprehensive digital therapeutics platforms on the market.
- Scott holds a Bachelor of Arts in political science from Auburn University.